

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.61
= 1950
JOHN SCHEEPERS, INC.

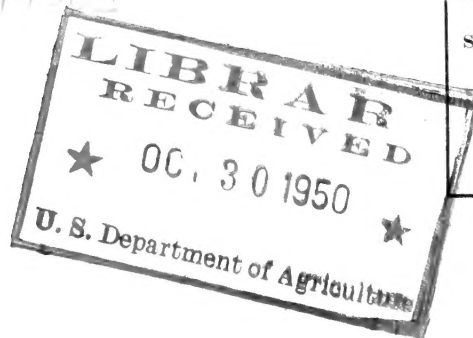
Flower Bulb Specialists

37 WALL STREET
NEW YORK 5, N. Y.

SECTION 34.66 P.L.&R.

PAID

U. S. POSTAGE
HICKSVILLE, N. Y.
PERMIT No. 35



*Special Offer of
SCHEEPERS'
New Peonies and New Lilies*

United States Dept. Agriculture
Librarian
Washington 25, D. C.



Peonies Lend Themselves Admirably to Border Planting

Its Planting Time for Hardy Peonies

PEONIES are possibly the most permanent of our herbaceous plants and of easiest culture. They will thrive satisfactorily in any good garden soil. Cover the eyes of the roots not more than one inch with soil. If carefully fed, they may be permitted to remain undisturbed for a number of years and will give satisfactory bloom year after year.

Long lists of peonies are confusing. We have therefore selected a Master List of Peonies, consisting of the highest-rated varieties. The ratings as established by the American Peony Society are given immediately following the names. 10 stands for perfect.

Prices: Our extra heavy clumps will make an excellent showing the first season.

DOUBLE PEONIES

BARONESS SCHROEDER. 9.0 Late midseason. Large double, flesh-white to soft pink, with a delicate rose fragrance. Extra heavy clumps. Each, \$2.00.

FESTIVA MAXIMA. 9.3 Early. Large flower of pure milky white with a few crimson flecks in the center. A perfect Peony. Extra heavy clumps. Each, \$2.50.

FRANKIE CURTIS. 9.3. Midseason. A very large, perfect bomb-type Peony, with a collar of large, prominent guard petals surrounded by a perfect chrysanthemum-like center. Opens delicate flesh, changing to pure white with a pink blush in the heart of the petals. Extra heavy clumps. Each, \$2.50.

JEANNOT. 9.2. Late. One of the finest. Large globular rose-type flower of delicate flesh-pink, softly tinted lavender, illuminated salmon at base of petals. A most beautiful variety. Extra heavy clumps. Each, \$2.25.

LE CYGNE. 9.9. Early. The highest rated Peony and fully justifying this distinction. Very large, ivory-white, without the slightest trace of any other color. Exquisitely fragrant. Perfect rose type with a perfect bloom to every stem. Extra heavy clumps. Each, \$3.75.

MARTHA BULLOCH. 9.1. Late. A mammoth flower, often measuring 12 inches in diameter. A silvery shell-pink, deepening at the center to a deep rose-pink. Exquisite rose fragrance. Extra heavy clumps. Each, \$2.75.

MONS. JULES ELIE. 9.2. Early. This is the largest and most striking of the early pink Peonies. A gigantic flower of perfect crown type, the center like a large exhibition chrysanthemum with large prominent guard petals. Delightfully fragrant. Extra heavy clumps. Each, \$2.50.

MYRTLE GENTRY. 9.1. Late midseason. A beautiful and refined flower of rosy white, suffused with tints of flesh and salmon. Delightfully fragrant. Extra heavy clumps. Each, \$3.75.

PHILIPPE RIVOIRE. 9.2. Early. Richly rose scented, very dark crimson with blackish sheen. Rated as the best of the red Peonies. True rose type of perfect symmetrical form, without any sign of stamens. Of a delightful rose fragrance. Extra heavy clumps. Each, \$3.75.

SOLANGE. 9.7. Late. One of the highest rated varieties. Of a very unusual shading of creamy white with golden brownish lights. Perfect rose type. No other Peony like it. Extra heavy clumps. Each, \$2.50.

THERESE. 9.8. Midseason. The second highest rated Peony and considered the best pink. Very large, rose-type flowers of soft pink with a delightful fragrance. Extra heavy clumps. Each, \$2.50.

SINGLE AND ORIENTAL PEONIES

AMA-NO-SODE. 9.2. The finest of the pink Japanese Peonies. Guard petals bright rose-pink with center that is yellow at the base, with upper half chamois-yellow, edged with gold and faced with pink of the same tone as the guards. Extra heavy clumps. Each, \$3.75.

ISANI-GIDUI. 9.3. The most beautiful Japanese Peony. Very large flower. Two rows of petals of pure white with rich buff center. Extra heavy clumps. Each, \$3.75.

LE JOUR. 8.6. The highest rated of the single white Peonies. Very large flowers, with petals of remarkable substance, surrounding a center of golden stamens, in the midst of which are carpels of green, tipped bright carmine. Extra heavy clumps. Each, \$2.50.

NIPPON BEAUTY. 9.2. The finest of all Japanese Peonies. Bright red, with central staminodes flushed and edged yellow, tips sharply incurved, giving a special finish to the flower. Extra heavy clumps. Each, \$2.50.

TAMATBAKO. 9.4. The finest and highest rated of the Japanese type. A bright carmine-pink, exquisitely fragrant, very large, with a yellow center, tipped pink, irregularly crinkled and margined gold. Very beautiful. Extra heavy clumps. Each, \$5.75.

SPECIAL COLLECTIONS

DOUBLE PEONIES. One Extra Heavy Clump each of the 11 Exhibition Varieties as listed. Total 11 Extra Heavy Clumps. Regular Catalog Value \$30.75. SPECIAL COLLECTION PRICE \$28.50.

SINGLE AND ORIENTAL PEONIES. One Extra Heavy Clump each of the 5 Exhibition Varieties as listed. Total 5 Extra Heavy Clumps. Regular Catalog Value \$18.25. SPECIAL COLLECTION PRICE \$17.50.

Full Planting and Cultural Instructions with Each Order.

John Scheepers, Inc.

Flower Bulb Specialists

37 WALL STREET
NEW YORK 5, N. Y.

"SERVING AMERICA'S FINEST GARDENS FOR OVER 35 YEARS"



BUSINESS REPLY CARD
First Class Permit No. 47266, Sec. 510, P.L.&R., N. Y., N. Y.



JOHN SCHEEPERS, Inc.

37 Wall Street

New York 5, N. Y.

Scheepers New Lilies for 1950

It is our pleasure to introduce these new varieties which have received Highest Honors at all shows. They represent the results of many years of breeding and crossbreeding by leading specialists and of our own checking in the field for habit of growth and perfection. It is, therefore, our pleasure to introduce them to our select clientele.

(For other varieties of Lilies—please consult our Fall 1950 Edition of “Beauty from Bulbs” and Color Guide recently mailed to you.)

BARBARA. The large flowers, six inches in diameter are blood red, outward facing, and held in pyramid form on strong stems two to three feet tall. Flowers in late June. Award of Merit by Massachusetts Horticultural Society. Extra selected bulbs, \$3.00 each.

DAURICUM HYBRIDS. This group of Lilies are earliest flowering of all, producing their lovely blooms with the Tulips in May. The cup-shaped flowers are held upright on strong stems one to two feet tall. The colors range from light pinkish orange to clear yellow with brown spots, clear and distinct. Beautiful combinations can be made planting them in the Tulip Garden for accent. Offered at a reasonable price to permit planting in quantity. Extra Selected bulbs, \$.75 each; \$7.00 for 10; \$65.00 per 100.

DAVIDII HYBRIDS. The flower stems from three to six feet high are literally covered with blooms, forty are not unusual. The deep orange-red flowers are reflexed and carried on vigorous stems that withstand wind and rain. Early July flowering. \$1.00 each; \$9.00 for 10; \$85.00 per 100.

MOLLY STARK. This is a lily of exceptional vigor and hardiness. It increases in beauty each year. The flowers are up to four inches in diameter and are carried on strong stems in a pyramid form. The tangerine coloring of the blooms is very outstanding. Four feet tall, flowering in early July. Received a special award at the Lily Association show in 1950. Extra selected bulbs, \$1.50 each; \$12.50 for 10.

PINK SEEDLINGS. The lovely fragrant trumpet blossoms are a rose pink on the outside, inside of the trumpet ranging from light pink to pure white. Culture is the same as for the famous Regale Lily which it resembles in plant structure. Very robust. The finest Pink Trumpet Lily to date, award of merit 1950. Extra selected bulbs, \$2.25 each; \$21.00 for 10.

TERRESTRIAL HYBRIDS. These are the forerunners of a group of Lilies that are lovely and different, many will be offered as named varieties just as soon as we have built up sufficient stocks. The flowers have a great range of shapes and colorings, ranging from flesh pink to dark red, either upright or outward facing blooms. They flower in July over a long period and are from two to four feet tall. Extra selected bulbs, \$1.25 each; \$11.00 for 10.

PLANT SOME OF THESE LOVELY LILIES IN YOUR GARDEN THIS FALL AND ENJOY THE NEW SHAPES, COLORINGS AND FRAGRANCE NEXT SUMMER.

Full planting and cultural instructions with each order.

FERNS, WILD FLOWERS AND VINES

We ask you to consult our 1950 Spring Edition of “Beauty from Bulbs” for our listing of superior varieties. All can be supplied for fall planting at no increase in prices. (Pages 41 through 48.)

Protect the Investment of Your Garden

WITH SCHEEPERS' BULB FOOD

**For LILIES, DELPHINIUM, EREMURI, TULIPS, NARCISSI, IRISES,
PEONIES, and all other bulbous plants**

WE have been asked by many friends to tell them what sort of plant food we use in growing our choice bulbs. We told them we had a special formula that gave health and long life to these plants. A few prevailed upon us to make up a quantity and let them try it in their own gardens. We did.

The extraordinary success that these gardeners met with and the enthusiasm resulting from it have encouraged us to offer all our friends and patrons a chance to use the very same plant food in their attempts at producing healthy, luxuriant flowers with strong stems and exquisite colorings.

And so we present this opportunity for you to order some of SCHEEPERS' BULB FOOD and we recommend that you try it with your next planting. It is almost entirely composed of organic matter and may be used with absolute safety in connection with the planting of bulbs at any time, in any soil or with any other plants. It is also economical—as a teaspoonful for each bulb is the average requirement.

We are sure that if you take advantage of this offer you will find it a very happy investment.

5 lb. cans, Each, \$1.85
25 lb. bags, Each, 3.50
100 lb. bags, Each, 9.50

Full instructions for proper use contained in each package.